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1 28. A data conversion apparatus for use in a data communication system which achieves  
2 pseudo interactive communications by using one-way communications from the data  
3 transmitting apparatus to a plurality of data receiving apparatuses, the data conversion apparatus  
4 comprising:  
5 document storing means storing a plurality of documents each of which includes one or  
6 more character strings at least one of which contains a piece of link destination  
7 information specifying another document as a link destination;  
8 display image element generating means for reading the character strings one at a time  
9 from the document storing means and converting each read character string into a  
10 display image element being a bit-mapped graphic;  
11 display image generating means for generating a display image which is composed of  
12 generated display image elements and is to be displayed on the plurality of data  
13 receiving apparatuses as one screen; and  
14 display link destination information converting means for converting each piece of link  
15 destination information into a piece of display link destination information which  
16 specifies, as a link destination, another display image which is a display image of  
17 the other document generated by the display image generating means.

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1 29. A data conversion apparatus for use in a data communication system which achieves  
2 pseudo interactive communications by using one-way communications from the data  
3 transmitting apparatus to a plurality of data receiving apparatuses, the data conversion apparatus  
4 comprising:

5 document storing means storing a plurality of documents each of which includes one or  
6 more character strings at least one of which contains a piece of link destination  
7 information specifying another document as a link destination;

8 display image element generating means for reading the character strings one at a time  
9 from the document storing means and converting each read character into a display  
10 image element being a bit-mapped graphic;

11 display image generating means for generating a display image which is composed of  
12 generated display image elements and is to be displayed on the plurality of data  
13 receiving apparatuses as one screen; and

14 identifier adding means for adding an identifier for cursor control to each generated  
15 display image element in the display image in accordance with display position of  
16 each display image element.

1 30. The data conversion apparatus of Claim 29, wherein  
2 the identifier is a number.

AI 1 31. A data conversion apparatus for use in a data communication system which achieves  
2 pseudo interactive communications by using one-way communications from the data  
3 transmitting apparatus to a plurality of data receiving apparatuses, the data conversion apparatus  
4 comprising:

5 document storing means storing a plurality of documents each of which includes one or  
6 more character strings at least one of which contains a piece of link destination  
7 information specifying another document as a link destination;

8 display image element generating means for reading the character strings one at a time  
9 from the document storing means and converting each read character string into a  
10 display image element being a bit-mapped graphic;

11 display image generating means for generating a display image which is composed of  
12 display image elements of a same category and is to be displayed on the plurality of  
13 data receiving apparatuses as one screen; and

14 display link destination information converting means for converting each piece of link  
15 destination information into a piece of display link destination information which  
16 specifies, as a link destination, another display image which is a display image of  
17 the other document generated by the display image generating means.

1 32. The data conversion apparatus of Claim 31, wherein  
2 the document is written in HTML, and  
3 the display image generating means determines categories of the display image elements  
4 from tags written in the document.

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1 33. The data conversion apparatus of Claim 32 further comprising:  
2 supplementary design storing means storing supplementary designs with serial numbers;  
3 and  
4 supplementary design adding means for reading the supplementary designs from the  
5 supplementary design storing means one by one in order, and adding each read  
6 supplementary design to each piece of link destination information specifying the  
7 other document as the link destination, on a one-to-one basis, wherein  
8 the display link destination information converting means converts each piece of link  
9 destination information into a piece of display link destination information  
10 corresponding to a serial number assigned to a supplementary design,  
11 the supplementary design storing means includes:  
12 a maximum number storing unit for storing a maximum number of the supplementary  
13 designs in the display image, wherein  
14 the display image generating means further includes:  
15 a maximum number judging unit for judging whether the number of the supplementary  
16 designs to be arranged in the display image exceeds the maximum number; and  
17 a display image dividing unit for, when the maximum number judging unit judges that  
18 the number of the supplementary designs exceeds the maximum number, sending  
19 an instruction to the display image generating means to divide the display image  
20 into the plurality of display sub-images so that supplementary designs less than the  
21 maximum number are added to each of the plurality of display sub-images divided  
22 from the display image, wherein the display image generating unit generates the  
23 plurality of display sub-images according to the instruction.

AI 1 34. A data receiving apparatus for achieving a pseudo interactive communication by

2 receiving one-way communications from a data transmitting apparatus, the data receiving

3 apparatus comprising:

4 display means for displaying a display image which is composed of one or more display

5 image elements which are each a bit-mapped graphic generated from a character

6 string which is included in a document and contains a piece of link destination

7 information specifying another document as a link destination;

8 storage means for storing information showing positions of the one or more display

9 image elements displayed by the display means;

10 focus means for focusing on one of the one or more display image elements displayed by

11 the display means;

12 reception means for receiving an operation signal of a move button on a remote control;

13 and

14 focus control means for controlling the focus and allowing another display image element

15 to be focused on in accordance with the received operation signal by referring to

16 the position information stored in the storage means.